

Sush Test
8/23-25

2070824767

PHILIP MORRIS USA

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Joann Intogna

DATE: August 15, 1996

FROM: Donna Hingst

[Signature]

SUBJECT: Event Fact Sheet for the New York Irish Family Fest '96 - New York, NY

Marlboro & Community Event Marketing will be sponsoring the New York Irish Family Fest '96 from August 23-25, 1996. Specific information is as follows:

EVENT: NEW YORK IRISH FAMILY FEST '96

DATES: August 23 - 25, 1996

TIME:
Friday 8/23 6:00 p.m. - 11:00 p.m.
Saturday 8/24 12:00 noon - 11:00 p.m.
Sunday 8/25 10:30 a.m. - 11:00 p.m.

LOCATION:
Belmont Park Racetrack
Long Island, New York

PROMOTER CONTACT:
Steve Duggan
Chairman
New York Irish Family Festival Inc.
519 Second Avenue
New York, NY 10016
(212) 686-1210
(718) 460-5370

PHILIP MORRIS

ACTIVITIES:

As a sponsor of the event, Philip Morris will be entitled to the following:

- exclusive tobacco sponsorship of the event;
- one 10' x 22' promotional tent and three promotional kiosks, which will be provided by Philip Morris, at locations at the site of the event to be mutually agreed upon by the parties;
- the right to hang and display banners and signage on and around the promotional tent and the promotional kiosks and at other locations at the site of the event to be mutually agreed upon by the parties;
- the exclusive right to conduct tobacco sales, name generation activities and branded incentive item distribution among smokers twenty-one years of age or older from the promotional tent and promotional kiosks and from other promotional locations at the site of the event to be mutually agreed upon by the parties.

2070824768

**FIELD SALES
CONTACT:**

Alan Berlin
Philip Morris USA
100 Walnut Avenue
Suite #401
Clark, NJ 07066
(908) 396-3660
FAX 396-3666

**SHIPMENT OF
MATERIALS:**

The following materials have been shipped to:

Phoenix Marketing
4132 Sunrise Highway
Oakdale, NY 11769
(516) 244-2930

<u>ITEM</u>	<u>QUANTITY</u>
Towels	0
Duffle Bags	100
T-Shirts	360
Hats	432
Cassette CS	500
Flashlight	1200
Plastic Bags	1000
Lighters	8000
Banners: 3 x 5 and 4 x 10	5 each

All residual materials must be shipped to the next event location.

MANPOWER:

Phoenix Marketing will handle all on-site Marlboro activities. Should there be any interest from Sales Representatives willing to volunteer their service, they are welcome to assist Phoenix Marketing in implementing the established consumer program. Please contact Steve Bellissimo at Phoenix Marketing at (516) 244-2930.

Should you have any questions or concerns, please feel free to contact me at (212) 878-2461.

cc: S. Anderson
A. Berlin
L. Broeman
T. Carraro
J. Fontanez
K. McGrath
S. Norris
V. Murphy
S. Portnoy
S. Sampson
N. Suter
D. Tatum
T. Young

S. Bellissimo - Phoenix Marketing

2070824769